This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (Currently Amended): A print controller for determining an amount of misalignment of print position on directly printing on a label surface of an electronic information recording medium, said print controller comprising:

a marker print unit for controlling a printing apparatus to print a marker at a predetermined position of an adjustment medium on which a base line is previously printed at a precise position to determine said amount of misalignment and which has a shape identical to said electronic information recording medium;

an input unit for inputting from a user at least two pieces of portion specifying information for specifying portions where said base line and said marker have a predetermined positional relationship; and

a misalignment amount determination unit for determining said amount of misalignment based on the positional relationship between an absolute position at which said base line should be located and the portions specified by said portion specifying information,

wherein one of said base line and said marker is a circle on said adjustment medium, and

the other of said base line and said marker includes scale marks arranged at predetermined intervals on at least two axes that are directed from a center of said adjustment medium to a circumference of said adjustment medium and differ in direction.

Claim 2 (Canceled).

Claim 3 (Currently Amended): A print controller according to ~~claim 2~~ claim 1,

wherein said axes include two axes directed from the center of said adjustment medium to an x-direction and a y-direction that are reference directions for determining said amount of misalignment.

Claim 4 (Currently Amended): A print controller according to claim 3,

wherein the marker print unit prints the scale marks as the marker on the adjustment medium, the adjustment medium having the circle previously printed thereon as the baseline, and

wherein the scale marks on an axis directed to a direction other than said reference direction differ in distance from the center of said adjustment medium by a predetermined amount relative to the scale marks on said axes directed to said x-direction and said y-direction.

Claim 5 (Currently Amended): A print controller according to ~~claim 2~~ claim 1,

wherein when the direction of said determined amount of misalignment is not identical to an x-direction or a y-direction that is a reference direction for determining said amount of misalignment, said misalignment amount determination unit resolves said amount of misalignment into its x-component and y-component to determine said x-component and said y-component.

Claim 6 (Currently Amended): A print controller ~~according to claim 1~~ for determining an amount of misalignment of print position on directly printing on a label surface of an electronic information recording medium, said print controller comprising:

a marker print unit for controlling a printing apparatus to print a marker at a predetermined position of an adjustment medium on which a base line is previously printed at a precise position to determine said amount of misalignment and which has a shape identical to said electronic information recording medium;

an input unit for inputting from a user at least two pieces of portion specifying information for specifying portions where said base line and said marker have a predetermined positional relationship; and

a misalignment amount determination unit for determining said amount of misalignment based on the positional relationship between an absolute position at which said base line should be located and the portions specified by said portion specifying information,

wherein the marker print unit prints scale marks as the marker on the adjustment medium, the adjustment medium having two straight lines previously printed thereon as said base line,

wherein ~~one of~~ said base line ~~and said marker~~ includes two straight lines in an x-direction and in a y-direction that are reference directions for determining said amount of misalignment, and

~~the other~~ said marker includes the scale marks arranged at predetermined intervals on a line that intersects with each of said straight lines at a predetermined angle.

Claim 7 (Original): A print controller according to claim 1,

wherein said input unit inputs portion specifying information related to portions at which said base line overlaps with said marker.

Claim 8 (Original): A print controller according to claim 1, said print controller further comprising:

a print data generation unit for generating print data that reflects the amount of misalignment determined by said misalignment amount determination unit and is then output to said printing apparatus.

Claim 9 (Original): A printing apparatus, said printing apparatus comprising:

a misalignment amount input unit for inputting an amount of misalignment determined by said print controller according to claim 1;

a print data input unit for inputting print data to be printed; and

a print unit for correcting a print position of said print data based on said amount of misalignment and then printing.

Claim 10 (Currently Amended): A print controller for adjusting a print position on a printing medium printed by a printing apparatus, said print controller comprising:

a marker print unit for controlling said printing apparatus to print a predetermined marker on an adjustment medium on which a base line is previously printed at a precise position to determine an amount of misalignment;

an input unit for inputting positional relationship specifying information that represents positional relationships between said base line and said marker on at least two positions based on an operation of a user; and

a misalignment amount determination unit for determining said amount of misalignment based on said positional relationships.

wherein one of said base line and said marker is a circle on said adjustment medium, and

the other of said base line and said marker includes scale marks arranged at predetermined intervals on at least two axes that are directed from a center of said adjustment medium to a circumference of said adjustment medium and differ in direction.

Claim 11 (Canceled).

Claim 12 (Original): A printing apparatus, said printing apparatus comprising:

a misalignment amount input unit for inputting an amount of misalignment determined by said print controller according to claim 10;

a print data input unit for inputting print data to be printed; and

a print unit for correcting a print position of said print data based on said amount of misalignment and then printing.

Claim 13 (Currently Amended): A computer-implemented method for determining an amount of misalignment of print position on directly printing on a label surface of an electronic information recording medium, said method comprising:

controlling a printing apparatus to print a marker at a predetermined position of an adjustment medium on which a base line is previously printed at a precise position to determine said amount of misalignment and which has a shape identical to said electronic information recording medium;

inputting from a user at least two pieces of portion specifying information for specifying portions where said base line and said marker have a predetermined positional relationship; and

determining said amount of misalignment based on the positional relationship between an absolute position at which said base line should be located and the portions specified by said portion specifying information,

wherein one of said base line and said marker is a circle on said adjustment medium, and

the other of said base line and said marker includes scale marks arranged at predetermined intervals on at least two axes that are directed from a center of said adjustment medium to a circumference of said adjustment medium and differ in direction.

Claim 14 (Currently Amended): A computer-readable storage medium having a computer program stored therein, said computer program determining an amount of misalignment of print position on directly printing on a label surface of an electronic information recording medium, and said computer program causing a computer to perform functions of:

controlling a printing apparatus to print a marker at a predetermined position of an adjustment medium on which a base line is previously printed at a precise position to determine said amount of misalignment and which has a shape identical to said electronic information recording medium;

inputting from a user at least two pieces of portion specifying information for specifying portions where said base line and said marker have a predetermined positional relationship; and

determining said amount of misalignment based on the positional relationship between an absolute position at which said base line should be located and the portions specified by said portion specifying information,

wherein one of said base line and said marker is a circle on said adjustment medium, and

the other of said base line and said marker includes scale marks arranged at predetermined intervals on at least two axes that are directed from a center of said adjustment medium to a circumference of said adjustment medium and differ in direction